

Mingyu (Iris) Dai

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EDUCATION

London Business School, London

2022/08 - 2023/08

- Reading for Masters in Analytics and Management
- Course: Applied Statistics, Machine Learning for Big Data, Business and Communication Skills

Beijing Normal University, Beijing

2018/09 - 2022/06

- Bachelors Degree in Economics, GPA 93/100, Distinguished Graduate Award
- Course: Intermediate Macroeconomics (100/100), Econometrics (94/100), Python Programming and Data Analysis (98/100)

BUSINESS EXPERIENCE

XIAOHONGSHU, Beijing, Strategic Product Manager Intern

2022/03 - 2022/08

Xiaohongshu is a lifestyle platform where people discover and connect with diverse lifestyles.

- Led the construction of auditing platform, which was part of the project on improving the auditing capability of Chatroom. Analyzed linkage among auditing actions with business side, drew prototype of auditing interface, wrote product requirement document (PRD).
- Designed a plan for reducing daily sending of comments towards audit queues, against surge of tasks due to high-profile and sensitive events. Finished PRD taking development cost and flexibility for usage into account.
- Studied and designed right control system of instruction workbench on content security, including roles like instruction & workflow owners, workflow receivers, subtask owners, etc, as well as different scenes like allocating tasks.
- Analyzed data on creation, auditing results, etc, using Excel and Hive SQL, supporting strategy designing, updating, or abandoning.

TENCENT, Beijing, CSIG, Product Operations Intern

2021/05 – 2021/10

Tencent is a world-leading internet and technology company; the CSIG group focuses on cloud and industry Internet strategy.

- Predicted clients' purchases using Prophet. Segmented clients using KMeans based on prediction to detect clients with unexpected drops. Recommended 10 clients with potential expending growth.
- Re-designed data analysis platform for department using Axure and Pyecharts, based on demand information refined from queries by colleagues, saving time spent on analytics for a team above 20.
- Formed a team of over 10 across departments. Evaluated performance of database product overseas based on data and regular talks in department. Published final report on internal sharing platform.

BYTEDANCE, Beijing, Data Operations Intern

2021/01 – 2021/04

An international IT company with a wide range of products, including Douyin and TikTok.

- Automated repetitious data cleaning work using Python and VBA, saving over 50% of time spent on manual data processing.
- Studied 15,000 records of Long-time live streaming on Douyin. Built Indicators (comment/viewer, viewer/hour) and examined data by topics. Advice for length and content choices was adopted by team.
- Wrote an handover manual of data operations work for team, including improved working process, purposes of regular work, and relationship with other roles.

NIELSEN, Beijing, Media Vertical, Market Investigator Intern

2020/07 – 2020/09

Nielsen is a global leader in audience measurement, data and analytics.

- Composed 4 campaign performance reports (brand KPIs, celebrity linkage, etc.) for clients from photography equipment, medical aesthetic, food/beverage, and automobile industries.
- Studied Mini-Program suite of companies and (dis)advantages of major digital services providers, as a member of a large project within department. Finished final report for a Chinese dairy tycoon client.

ADDITIONAL INFORMATION

Volunteer Teacher at DuHe Primary School (Gansu, China, July 2019)

- Took charge of a first-year class of 36 students, organized class meetings. Communicated with parents and headmasters to learn more about students.
- Taught "Introductory to Economics" for 4 classes from different grades. Designed courses using clay, cognitive cards, and banknotes to explain theories.

Technical Hive SQL, R, Python (pandas, numpy, matplotlib, selenium, pyecharts), Tableau

Languages fluent English; native Chinese